

# NATIONAL CANNERS ASSOCIATION



## Information Letter



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No. 353

Washington, D. C.

May 3, 1930

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### Distributors More Actively Assist the Radio Campaign

Evidence of the wider and more effective cooperation of distributors in the broadcasting campaign is being received daily at the Washington headquarters. Not only have canners taken a personal interest in securing the assistance of their brokers, but the brokers in turn are likewise canvassing the distributing trades and obtaining their effective help in reaching the retailer.

As has previously been announced, the general character of the programs was somewhat altered beginning April 21st, when entertainment features of the programs were subordinated to educational and informative talks given by guest speakers. There was some question whether this change in the nature of the programs would affect the number in the radio audience. An excellent check on this question has been provided through the announcement made in the program on April 29, offering the radio audience a souvenir in the form of a Canny Cook Thrift Bank. The response to this offer has been such as to show that the programs have retained the large and widely distributed audience that they gained in the early days of the campaign.

This evidence of the continued interest of the radio audience in the programs simply emphasizes the need of further effort on the part of both canners and distributors to build a merchandising campaign that will cash in on the fine publicity thus secured.

### Intended Acreage of Canning Tomatoes

The intended acreage of tomatoes for canning or manufacture in 1930 is one-fourth larger than the acreage grown in 1929, according to reports to the Department of Agriculture from more than 500 firms giving their intentions to grow or contract tomatoes this season. Last season the same firms grew or con-

tracted about 53 per cent of the total acreage estimated for manufacture. Intended increases are indicated in all States. The most pronounced expansion of acreage is apparently being planned in some of the States which normally grow the largest acreages, with Indiana, Arkansas, Missouri, Ohio and Tennessee showing intended acreages more than a third greater than grown in 1929.

If present intentions are carried out, the 1930 acreage will be around 368,000 acres, or the largest acreage on record during the period 1918 to 1929. A yield on this acreage in line with the average yield of 4.4 tons during the past five years, would result in a production of 1,619,000 tons. This production would be the second highest during the period, 1918 to 1929, and would be only one-tenth smaller than the record production of 1925. It would exceed production of last year by nearly one-fifth and would be 30 per cent larger than the five-year average production during the period 1925-1929.

State	1925 Acres	1927 Acres	a 1929 Acres	Intended 1930 as per cent of 1929 P. ct.
New York .....	12,580	10,540	13,600	111
New Jersey .....	32,000	30,000	33,000	120
Pennsylvania .....	4,780	3,740	5,420	125
Ohio .....	5,580	10,000	10,950	125
Indiana .....	67,340	42,900	59,840	125
Illinois .....	7,620	5,110	5,440	124
Michigan .....	2,600	1,800	1,900	121
Iowa .....	3,600	4,080	4,570	122
Missouri .....	39,150	19,440	20,940	143
Delaware .....	20,000	13,000	13,500	108
Maryland .....	49,800	34,410	27,500	106
Virginia .....	15,730	6,420	6,840	116
Kentucky .....	9,550	6,530	6,920	120
Tennessee .....	11,820	8,430	9,200	148
Arkansas .....	39,340	17,820	22,600	128
Colorado .....	2,640	2,000	1,920	122
Utah .....	6,860	5,200	6,100	123
California .....	39,000	22,700	41,000	119
Other States .....	4,100	3,310	4,400	123
Total .....	349,590	235,000	294,470	124.9
a Subject to revision.				

### Truck Crop Markets

A large number of states began to ship strawberries during the week ended April 26, according to the U. S. Market News Service. California cauliflower movement decreased rather sharply, and output of grapefruit from three states averaged only eight cars daily. However, 190 carloads of grapefruit arrived from Porto Rico, compared with six cars a year ago. Of the 1,350 cars of oranges shipped last week, only 15 came from Florida. During the same period last season over 3,000 cars of oranges moved, and both California and Florida were active.

Forwardings of green peas were rapidly increasing, the total

of 400 cars being double the movement of the preceding week, and two and a half times that of a year ago. California and Mississippi were the chief sources of pea shipments.

Spinach output increased to 490 cars, with Virginia marketing 350, Maryland 40, and Arkansas 90 cars. Movement of string beans from Florida increased to 180 cars, while Texas decreased to 65. Sweet potato shipments totaled 180 cars, as Tennessee increased to 115.

Forwardings of asparagus decreased to 250 cars, of which California supplied only 60, Washington 25, Illinois 15, Georgia 30, and South Carolina 120 cars. Additional quantities moved by truck.

Tomato movement from Mexico decreased to 215 cars, Florida originated 410 cars, and the season opened in the Lower Rio Grande Valley of Texas.

Combined movement of 26 important products increased to 14,360 cars, but was still 7,000 less than during the same week last spring.

CARLOT SHIPMENTS

Commodity	April 30-26 1966	April 15-15 1966	April 21-27 1966	Total this season to April 24	Total last season to April 27	Total last season
Apples, total .....	692	683	650	99,637	125,063	127,530
Eastern states .....	229	233	361	36,324	61,557	62,708
Western states .....	463	450	289	49,313	63,505	64,822
Asparagus .....	247	297	361	2,117	1,404	2,110
Carrots .....	297	273	497	6,543	5,838	11,967
Cabbage .....	670	788	1,090	8,568	12,944	44,217
Cauliflower .....	149	200	256	9,243	8,992	9,896
Green peas .....	403	202	162	1,963	1,541	3,197
Mixed vegetables:						
Domestic .....	797	733	971	12,148	14,090	22,430
Imports .....	14	12	4	356	174	218
Pears .....	35	49	19	20,380	24,390	24,439
Peppers:						
Domestic .....	50	67	167	817	1,187	3,268
Imports .....	17	14	2	434	328	596
Spinach .....	491	416	297	2,822	2,112	10,333
Strawberries .....	745	891	1,674	2,666	2,967	12,626
String beans .....	262	296	414	3,593	3,096	8,627
Tomatoes:						
Domestic .....	469	350	706	3,329	3,791	31,942
Imports .....	215	289	122	6,996	5,124	5,671

Senate Favorably Reports Fisheries Bureau Bill

The Senate Commerce Committee has ordered a favorable report on the bill (H. R. 7405) passed by the House, which provides for a five-year construction and maintenance program for the Bureau of Fisheries. The report by the Senate Committee adds \$50,000 to the appropriation.

House Approves Conference Partial Report on Tariff Bill

The House on May 1st adopted the partial report of the conferees on the tariff bill and likewise acted upon the rate on

cement, upon which the conferees had reached no agreement. The House voted to concur in the Senate amendment reducing the rate on cement to 6 cents instead of 8 cents.

### Weather Conditions

Two overshadowing features of the weather during the week ended April 30 were the damaging frost in the East and beneficial rains in the Southwest.

There was more or less damage over a large area from western North Carolina, southwest Virginia, and eastern Kentucky northward to Pennsylvania, with some injury as far north as New York. In sections temperatures as low as 10 degrees below freezing occurred, and in places, as far south as extreme southwest Virginia, but few live fruit blossoms remain. In the upper Ohio Valley and lake region early fruit was harmed, and tender truck crops were nipped as far south as North Carolina and eastern Tennessee.

In the eastern half of the country there was little interruption to farm work by rainfall, but spring planting operations were inactive because of cold weather or dry soil. A general warm rain would be very beneficial in nearly all sections east of the Mississippi River, as the soil has become very dry in many places.

Over the western half of the country the week was generally favorable, the widespread rains over the Northwest, much of the Rocky Mountain area and the Great Plains being especially beneficial. In the Southwest a few limited areas still are dry, but in general the drought has been largely relieved. One to two inches or more of rainfall fell generally from Nebraska southward to the Rio Grande.

### Porto Rican Pineapple Canners Active

A decline in pineapple prices on the New York market has shifted supplies to local canneries in Porto Rico which are now turning out from 3,500 to 4,000 cases per week, according to information received by the Department of Commerce from the assistant commissioner at San Juan.

### Car Loadings

	Total	Miscellaneous	Merchandise L. C. L.	Other
Week ended April 19 .....	892,881	377,917	240,470	265,494
Preceding week .....	911,519	398,803	232,674	274,042
Corresponding week, 1929 .....	1,003,880	416,293	263,893	323,692
Corresponding week, 1928 .....	943,280	384,409	237,074	300,998